



SOCIAL IMPACT REPORT 2021

**MOVE
MOMENTUM**

WELCOME FROM AMANDA

What an incredible year it's been, despite the ongoing challenges we've continued to go from strength to strength. I love Move Momentum and am so passionate about what we're trying to do by making dance accessible to everyone. I'm extraordinarily proud of everything that we have accomplished and all of our students for their personal growth; seeing the impact our classes have on our beneficiaries is easily the best part of my job. I'm looking forward to seeing what 2022 has in store for us but for now, let's review 2021.



**WE BELIEVE THAT DANCE IS FOR EVERYONE.
WE STRIVE TO MAKE THIS A REALITY.**

OUR MISSION

To provide accessible, inclusive and affordable dance classes. We know dance changes people's lives because we witness it first-hand and we believe that everyone should have access to a high-quality dance education enabling them to improve mental and physical well-being and enrich their quality of life.



"I have learnt so much about myself and learnt to embrace my disability. I now see myself as empowered. Liberate Dance has made me realise that my disability is something to be celebrated, not embarrassed about!"

- Lizzie, Liberate Dancer

HIGHLIGHTS FROM 2021

2021 has been a rollercoaster year focusing on re-building our charity from the recent pandemic. So in light of all of the hard work, we have some fantastic highlights to share with you!

CROWDFUNDER #MOVEMMOMENTUMMARCH

At the beginning of 2021 we were at risk of our Gems and Liberate Dance classes stopping. So we decided to launch a crowdfunding campaign to raise £6000 in order to keep these classes running up until July 2021. All of our students got involved in this appeal that included a raffle, baking, student stories, challenges and more. We were overwhelmed by the amount of support we received throughout this campaign and we raised a fantastic total amount of £9,601 (+ est. £450.75 GiftAid).

BRAND NEW GEMS CLASS

Due to the success of our crowdfunder and thanks to funding from Winchester City Council in September 2021, we were able to launch a brand new GEMS Over 65's class in Weeke. This class has been a huge success with the class being full after only 3 months.



LIBERATE DANCE HAT FAIR PERFORMANCE

Liberate Dance students showcased their talent to the people of Winchester at Hat Fair 2021! We wanted to challenge people's perceptions about wheelchair users and what wheelchair dance looks like. This was Liberate's first time performing on a stage at a big event, and they did a fabulous job and they all said that they had an amazing time!

MORE HIGHLIGHTS FROM 2021

EVENTS

In light of the recent lockdowns, we were thrilled to have been able to host some fantastic Covid-safe events last year!

Youth Social

We decided it would be fantastic to get young people together again for a fun social event! With Nerf Wars, games, free burritos and sweet stalls, we had a fantastic time bringing the young people of Winchester together.

Christmas Fair

We raised £61.70 from the Christmas Fair! With a sell-out Santa's Grotto and a fantastic Mini Market our fair did so much more than just raise money, it gave our students the chance to perform, brought the local community together.

POST LOCKDOWN RECOVERY

We were thrilled to be able to get all our classes back up and running after the lockdown and to get all projects back on track and running smoothly. We even managed to recruit many new students and volunteers this year.

12 HOUR DANCEATHON!

Last August, Liberate Dance hosted a sponsored 12-hour Dance-a-thon to fundraise for Liberate Dance founder Vickie. Vickie's life was turned upside down in October 2020 when she developed sepsis and went into septic shock which has resulted in numerous rare and life-threatening conditions. We raised a fantastic £1,519 to help support Vickie's treatment and get her back dancing again in the future!



OUR YEAR IN NUMBERS

25%

increase of regular beneficiaries

99

students have participated in our regular classes

6

external classes/ workshops delivered in collaboration with other organisations

26

volunteers supported our charity

219

classes delivered by Move Momentum

THEORY OF CHANGE



Short-term outcomes:

1. Taking part in regular physical activity
2. Increased joy and happiness
3. Sense of belonging and creating social connections with others in similar circumstances
4. Sense of routine and purpose
5. Developing skills in areas such as interpersonal, creativity, memory
6. Increased engagement with and participation in art, and sport activities

Long-term outcomes

1. Improved physical fitness
2. Improved life satisfaction and mental well-being
3. Increased confidence and self-esteem
4. Increased drive and enthusiasm and general motivation
5. Developed soft and transferable skills
6. Improved appreciation of and/or satisfaction regarding their engagement with arts and sports

Impact:

1. Improved overall physical health - knowledge maintaining physical fitness - making healthier choices
2. Better overall mental health - developed resilience in managing adversity
3. Improved social life - less likely to experience feelings of loneliness or isolation
4. Better engagement with work/education
5. Potential for future career development - enabling beneficiaries to apply skills at work
6. Healthy and physically active people and communities

Academies

Our Winchester Street Dance Academies are for young people aged 11-16 and are far more than just a dance class. We provide a safe place where young people can learn, develop and achieve. The academies are about being a part of a community, building friendships and having fun! This year we have run our academies in **Stanmore** and **Winnall** which are areas of Winchester where many of the young people experience disadvantage.

"I like meeting new people, and having the chance to dance and just enjoy myself."
Mya, Stanmore Academy

21

young people have attended one of our academies

LUCY'S STORY



Lucy attends our Stanmore Academy and loves everything to do with dance, if she is not dancing herself then she will be watching Dance Moms non-stop on TV.

"I always have a positive reaction when I hear the word 'dance' and all I can say is yes!"

Lucy is full of energy and enjoys learning new moves and trying out challenging steps. Lucy was referred to Stanmore Academy by a friend, and ever since has always been eager for the next lesson where she can move around and be herself. Lucy's favourite thing about the Academy is being free to be herself around everyone!

"Knowing I can be myself at dance makes me feel welcomed and that's the reason I go back."



Gems is a friendly and relaxed dance class for over 65s which includes a mixture of seated and standing movement with a focus on going at your own pace and having fun. GEMS is more than dance class it's about being a part of a community, building friendships and having fun!

"I have continued our treasured dance classes at GEMS. and look forward to them with enthusiasm"

29

over 65's have attended one of our Gems classes

SUSAN'S STORY



Susan is a very special Gem's participant. When she's not dancing, she is a talented writer and poet, who loves to inspire others with her work. She is a unique soul, who manages to find positivity and light in the darkest of places. This ability has enabled her to connect with her own creativity, drawing inspiration from her own daily experience.

"I joined Gems because of my love of dancing, and the amazing dance teachers with their wonderful professionalism and joyful inspiration along with the like-minded lovely people in the class keep me coming back each week"

Susan is currently well on the way to recovery after having a major operation, and the Gems classes have aided in her recuperation.

"The classes have made my life so invigorating and have helped to build up my sense of energy after my recent operation. The classes are totally absorbing and full of joy with the many different dances and inspiring ideas of movement"



#DefineYourMovement

"I feel it is a safe environment, it allows me to just be me and I love that dance allows me to express myself."

Liberate Dance is an exclusively wheelchair-based dance company. At Liberate Dance we believe in celebrating the freedom of movement a wheelchair brings to people with disabilities. The classes are far more than a dance class, we are a support network and family.

49

wheelchair users have attended one of our Liberate Dance classes

BECKY'S STORY



Becky is one of our fabulous Liberate dancers - aged 36, she lives in Southampton. In between attending our Liberate classes, Becky volunteers for her local Independent Living Centre as well as for a digital helpline supporting those affected by eating disorders. Becky was introduced to Liberate by a friend and since joining she says the classes have boosted her confidence and her physical and mental wellbeing - particularly in these uncertain times.

"For the first time ever I felt like I had a chance of keeping up which really boosted my confidence."

One of Becky's favourite aspects of the classes is the community feel and social side of the classes. "I love that there's plenty of time for chat and laughter. Building friendships both in and outside the class, has had a huge impact on my mental wellbeing."

"I love the inclusive feel and how adaptable it is to different abilities and energy levels"

WHAT'S STILL ON THE HORIZON

Unfortunately, some of our plans had to be postponed due to lockdown and focusing on recovery. So we are hoping 2022 will be the year we can make all of these exciting plans happen, and more! Here are a few on the horizon:

LIBERATE HOLIDAY CAMP

We had planned to launch a Liberate Holiday Camp back in August 2020, aiming to enable wheelchair users from across the UK to come and dance in the studio with us. We plan to run it over 2 days inviting a guest choreographer to create a piece which will be filmed at the end. We are excited to finally be able to run our Liberate Holiday Camp in 2022!

TRAINING PROGRAMME

In 2022 we are planning to finally start developing a CPD programme on inclusive dance practice, focusing on teaching methods for facilitating dance for people with various disabilities and long-term health conditions. We have been eager to start working on this programme to enable dance practitioners across the UK to effectively and safely lead community-based sessions designed for people with varying abilities.

MORE CLASSES

Over the next year or so, we plan to start more community classes in Winchester, including another brand new GEMS class! Also on the horizon is a Dance for Parkinson's class, along with starting a new Academy.

NEW TRUSTEES

We have been in the process of recruiting some new trustees to join our incredible board in helping to make our charity the best it can be, making dance accessible to everyone. We are excited to introduce some new people to the Move Momentum team who are going to help us continue to grow and thrive.

THANK YOU!

Just to say a huge thank you to all our staff, volunteers supporters and funders that have supported us this year, without whom we would not be able to provide our services and continue to make a difference to people's lives.



LOTTERY FUNDED



STAFF

Amanda Watkinson - CEO & Teacher
Kerry Chamberlain - Project Coordinator & Teacher
Lizzie Sawyer - Administrator and Marketing Officer & Teaching Assistant
Teachers: Darren Lee
Teaching Assistants: Ella Greenfield, Jessica Hart
Volunteers: Katie Omrod, Jan Davies, Rumeysa Caner, Keeleigh Hamilton, Molly Wakefield, Sarah Kelly, University of Winchester SIP students

TRUSTEES

Alana Jones - Chair
Jennifer Ferguson - Treasurer
Laura Walton - Secretary
Chantel Russell
Kay Tyson*
Hannah Walton*

Founder: Louise Todino
Liberate Dance Founder:
Vickie Simmonds

*no longer in post